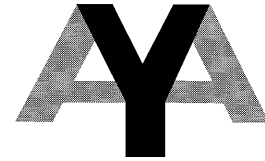


Yale University



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MEMORANDUM

TO: New Class Officers for 2008 Reunion Classes

CC: Continuing Class Officers (2008 Reunion Classes)

FR: Karen Jahn, Janet Cappiello, Debby Jagielow, Jennifer Julier, Alisa Masterson and Kimberly Pressley

DA: August 13, 2008

RE: Introduction and Welcome to your new Class Officer role
Updates for all Class Officers

As the post-reunion dust settles at Rose Alumni House, we are taking this opportunity to welcome the **new Class Secretaries, Treasurers and Corresponding Secretaries**. We expect that you have many questions about your new position, and we hope this memo will serve as a brief introduction and starting point for our work together. We look forward to talking with you about these and many other topics in more detail.

We also extend thanks to those officers who are continuing in their current role or taking on a new officer position for the next five years. We hope that this memo serves as a helpful review as well as providing some updates on AYA services.

We strongly encourage you to contact your predecessor for continuity & background information. If you need contact information, please call or email your AYA staff liaison (see list at the end of this memo). Past officers can be an excellent resource for new class leaders.

We have enclosed an address confirmation & update form. Please return it to us by fax or mail at your earliest convenience and we will update our records. You can also call or email your AYA staff liaison. **In particular, please note that we offer the option of receiving AYA memos several ways: by email only, by regular mail only, or both.** (This memo is being sent by postal mail in order to include your individualized contact information form.)

To get you started, this memo should serve as a basic overview of what each class officer can anticipate in the coming months. The enclosed **Class Officer “FAQ”** (Frequently Asked Questions) is also an important information resource.

AYA News & Updates

You all begin your terms at an exciting time for Yale College Classes and the AYA. In 2006, the AYA embarked on an ambitious strategic planning process lead by our new executive director Mark. Dollhopf '77, and we are reviewing the work of Year 1 of the plan and embarking on Year 2 goals.

The 5-year Yale College Reunions continue to be a primary focus for the AYA and class volunteers. As many of you know, the AYA undertook a thorough review of reunions starting in 1998-99. Based on feedback from reunion chairs, class officers and attendees, the changes made in promotion, program and logistics have produced very gratifying results. Overall reunion attendance since 1999 is up more than 25% over the average of the previous 10 years.

We continue to get positive feedback regarding the Online Alumni Community launched in 2002, which includes a searchable database of all alumni. Many officers enjoy the fact that their access to classmate information is no longer limited to Alumni Records office hours. The newest feature of the Online Community, the Yale Career Network, has been one of the most exciting additions to date. See www.aya.yale.edu for more information on all the Online Community features and to register yourself if you haven't already done so.

Also in the area of online resources, the class area hosts a Class Leadership Toolbox. The toolbox is designed to provide resources (including copies of this and all other AYA staff memos), guidelines for class events & programs, “best practices” and advice from other class officers and reunion planning information. For example, an online version of the enclosed **Class Officer “FAQ”** is posted in the toolbox. To view the toolbox, go to www.aya.yale.edu/classleaders; we hope you will take advantage of this site for information and inspiration. We are also eager for your feedback and are always looking for new ideas on what to include.

Lastly, the Class section of the AYA's website (www.aya.yale.edu/classes) includes a class events calendar to publicize your events in advance (AYA staff posts any class event of which we are aware). At some point in the future, we hope to add online event registration for the convenience of you & your classmates. This part of the AYA website also provides an opportunity for any class to report on successful class events or programs. You and other class volunteers are warmly encouraged to submit reports at any time; we can also accommodate a limited number of photographs.

Responsibilities of Both Officers

While the governance of each class is determined by that class and by any by-laws established by the class officers & class council, the AYA's has some general guidelines on the duties of the officers as suggested “best practices.” Please see the enclosed **FAQ** for more details on many of these matters.

The secretary & treasurer share responsibility for the following:

- **All class communications**
Class communications primarily take the form of traditional mailings, although many officers are making greater use of email and the class mailing list service provided by AYA.

Most traditional class mailings are processed by Yale's Alumni Services department. Your staff liaison can provide details on how to make a mailing happen, as well as samples of similar mailings by your or other classes.

Because of the volume of mail that is facilitated by AYA and Alumni Services for other classes, clubs and university departments, **please allow 7-10 business days for any class mailing to be processed.**

If you are not subscribed to your class mailing list, information is available at <http://www.aya.yale.edu/lists/>. Because a class mailing list reaches only a subset of classmates, some officers are interested in sending “broadcast” email to all classmates with an email address listed in Yale’s database. AYA can provide assistance with this kind of effort, although we do recommend limiting the frequency of such emails. Please allow time to discuss the message with your staff person plus 4-5 business days for the email to be processed and sent to your Class. Your AYA staff liaison would be happy to talk to you further about these and other online services available to you as a class officer.

Class websites are another popular way for classmates to access information and photos relating to class events, such as dinners or reunions. AYA can help you get started in the development of a class webpage. Once it is up and running, class officers either recruit a classmate or hire a professional to maintain it.

- **Engaging classmate volunteers in service to the class and the University, including recruitment of classmates to plan various class activities in between reunions**

Classmates may get involved in a range of ways, from serving on the class council (see below) to working on your class website, to planning an event or chairing your next 5-year reunion in New Haven. You as class officers are responsible for recruiting and engaging other classmates in these roles.

Regarding class events between reunions in particular, they may take many forms: dinners, lunches, informal family-friendly gatherings or outings, Yale sporting events (either home or away), and more elaborate 4-5 day “mini-reunions.” The responsibility for these events lies largely with officers and other volunteers; AYA can offer guidance and some support, including mailings and tracking responses/payments.

NOTE: It is extremely important that **all** classmates involved with planning events are familiar with Yale’s policies regarding expense reimbursement. Details are available from your staff liaison.

- **Strategic planning for the class**

The AYA staff works with class officers to develop a sense of direction for the class during your 5-year term. This may include goals for increasing class involvement in activities & events, specific targets for the number of events or communications each year, financial planning, and the like.

In addition, as mentioned above, our executive director, Mark Dollhopf, and the AYA’s Board of Governors have been leading AYA through a comprehensive strategic planning process over the last year. Volunteers such as class officers play an important role in this process by providing input and feedback on AYA’s future direction. More information on the planning process to date will be available in the fall.

- **Serving as a liaison between the class and the University: The AYA Assembly**

In your liaison role, you will be invited to attend the AYA Assembly each fall. This is a great opportunity to meet other class officers and discuss topics of common interest to all class officers. Each Assembly is developed around a broad subject area. The dates for **Assembly LXVIII** are November 13-15, 2008 Princeton Weekend. Mark your calendar now and plan to be there!

- **Organization of a Class Council and/or Executive Committee**

A Class Council or Executive Committee is an invaluable resource for class officers. Even if you do not have an official Class Council, having a diverse group of classmates who are willing to serve as sounding boards and to be called on to help with class activities will make your job much easier! Class councils or executive committees may also allow for better governance when a class is considering new goals or projects, or when an officer vacancy occurs.

- **Financial Oversight**

Please see the FAQ for a more detailed discussion of class finances, appropriate use of funds, and University policies regarding financial transactions.

In general, while the treasurer has direct responsibility for the class treasury, both officers may approve transactions (AYA staff cannot authorize payments without prior discussion with the class officers). For larger sums, such as subsidies for 5-year reunions, both officers will need to provide authorization.

More information on each of these responsibilities will be provided over the course of the year through conversations with your staff liaison and periodic memos.

Responsibilities of Class Secretaries

Class Notes

Your most immediate task is to take up the writing of your Class Notes column in the *Yale Alumni Magazine*. The magazine is an independent publication that provides the Class Notes section as a service to the University. Although we have periodic interaction with the magazine's staff, we are not directly responsible for the production of the Class Notes. You will receive details from Ellen Cole, Associate Editor, outlining content suggestions, length limits, formatting, and how to submit your notes electronically. Please watch for this information to arrive this summer and contact Ellen at 203/432-4109 (ellen.cole@yale.edu) with any questions.

Class notes submissions from your classmates will tend to come in spurts. The fall dues solicitation and January follow-up will generate a good amount of information for you. Submissions received by us via U.S. mail will be forwarded to you by Yale's Alumni Records Office. Submissions received through the online dues website will be forwarded to you via email (please be sure we always have your correct email address). Alumni Records will also forward any other correspondence they receive, including obituaries. Your contact information will be listed at the beginning of your notes column in *YAM*, so some classmates will contact you directly. At other times, you may need to use some creativity to solicit notes; your AYA staff liaison can provide suggestions based on what other class officers have done. For your first column, you should check whether your predecessor has any information remaining that has not yet been published.

Some class secretaries choose to appoint a **corresponding secretary** to handle the class notes. This is highly recommended if other commitments will make it difficult for you to submit a column for every issue. Your classmates are eager to read news of each other, and are very disappointed when a column is left blank. Please let your AYA staff liaison know if you appoint a corresponding secretary; we will take care of informing the magazine and Alumni Records.

Other Duties

Class Secretaries also have primary responsibility for appointing the class AYA delegate and reunion chairs. For your class, reunion chairs will obviously not be needed for another 3-4 years. AYA delegates serve 3-year terms and a Class Secretary is encouraged to appoint him/herself or another class officer to the delegate position if possible. If your class needs to appoint a new delegate, you will be contacted separately with more information on this matter.

As mentioned above, in some situations Class Secretaries will need to give approval for class expenses for payment or reimbursement (in addition to the treasurer's approval). Some of these expenses may predate a new Secretary's tenure, in which case the new Secretary may rely on both the prior officer and AYA staff if any question arises about a particular item.

Responsibilities of Class Treasurers

In general, the class treasurer is responsible for the financial management of the class treasury, including solicitation of dues, oversight/approval of all class financial transactions, and stewardship of the treasury in relation to planning class events and for the next five-year reunion. Your AYA staff liaison will be your primary contact (see list below), and you will also have the opportunity to work with Janet Cappiello, the financial coordinator for all Yale College Classes. Any of the AYA staff can provide guidelines for financing class events & the documentation required to reimburse volunteers for out-of-pocket expenses.

Your first project will be the class dues solicitation mailing, which will be mailed to classmates in late September or early October. Your duties will include approving or changing the suggested dues levels and writing solicitation letters to classmates. During the year, you will receive reports of class dues contributors; we will provide you with acknowledgement cards to send in thanks, or you may contact classmates in the manner you feel appropriate.

You will receive the detailed mailing regarding the dues process shortly. This mailing will also include a year-end financial summary of your class treasury. Over the course of the year, Janet can provide periodic treasury updates (please plan on a 1-2 week turnaround for these requests). The deadline for these materials coming back to us at the AYA will be September 5.

Your classmates have the option to pay dues & submit class notes online. The link will be included in dues letters; you might want to include the URL in other class communications (www.aya.yale.edu/classes/dues/).

AYA Staff Contact Information

We are delighted that new class officers have demonstrated a commitment to your class and the University by filling these crucial leadership positions. We look forward to providing support and assistance to you and to all continuing class officers as you serve your terms. If you have questions, please do not hesitate to call or e-mail us.

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Debby Jagielow	203/436-8013 deborah.jagielow@yale.edu	Classes of 1974-1993
Karen Jahn	203/432-1954 karen.jahn@yale.edu	Classes of 1994-2008 & Mini-Reunions
Alisa Masterson	203/432-1947 alisa.masterson@yale.edu	Assistant Director for Alumni Relations
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